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IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-61APP (GP-151-01-US)

Applicant: Jeremy BEM

Serial No.: 10/713,964

Filing Date: November 14, 2003

Title: USING MATCH CONFIDENCE TO ADJUST A PERFORMANCE THRESHOLD

Examiner: Dangelino N. Gortayo

Group Art Unit: 2168

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

**SUBMISSION OF INFORMATION DISCLOSURE STATEMENT  
UNDER 37 CFR 1.97(c) (2) WITH FEE**

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application.

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

This Information Disclosure Statement is being submitted more than three (3) months after the filing date of the application and following the issuance of an Office Action, but before a final Office Action, a Notice of Allowance, or an

10/13/2006 HDESTA1 00000056 10713964  
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action that otherwise closes prosecution. A check including the \$180.00 fee to obtain consideration of this Information Disclosure Statement under 37 C.F.R. § 1.97 (c) (2) is enclosed. If the check is insufficient or omitted, the fee for the Information Disclosure Statement is authorized to be charged to the deposit account of Straub & Pokotylo, deposit account number 50-1049. A fee transmittal letter is submitted herewith to facilitate charging of the fee.

Respectfully submitted,

October 10, 2006

John C. Pokotylo  
John C. Pokotylo, Attorney  
Reg. No. 36,242  
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STRAUB & POKOTYLO  
620 Tinton Avenue  
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CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)

I hereby certify that this correspondence is being deposited on October 10, 2006 with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

John C. Pokotylo 36,242  
John C. Pokotylo Reg. No.



Modified PTO/SB/17 (01-03)  
 Approved for use through 04/30/2003. OMB 0651-0032  
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# FEES TRANSMITTAL for FY 2006

Effective 12/08/2004. Patent fees are subject to annual revision.

Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 180.00)

Complete if Known

Application Number	10/713,964
Filing Date	November 14, 2003
First Named Inventor	Jeremy BEM
Examiner Name	Dangelino N. Gortayo
Art Unit	2168
Attorney Docket No.	Google-61APP (GP-151-01-US)

## METHOD OF PAYMENT (check all that apply)

Check    Credit card    Money Order    Other    None

Deposit Account:

Deposit Account Number	50-1049
Deposit Account Name	Straub & Pokotylo

The Commissioner is authorized to: (check all that apply)

Charge any underpayment of       Credit any overpayments  
 Charge any additional fee(s) due in connection with the filing submitted herewith  
 Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

## FEE CALCULATION

### 1. BASIC FILING, SEARCH & EXAMINATION FEES

Large Entity Fee	Small Entity Fee	Fee Description	Fee Paid
(\\$)	(\\$)		
1000	500	Utility fee	
430	215	Design fee	
660	330	Plant fee	
1400	700	Reissue fee	
200	100	Provisional fee	
<b>SUBTOTAL (1)</b>		<b>(\\$) 00.00</b>	

### 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims	Extra Claims	Fee from below	Fee Paid
	-20** =	X [ ] =	[ ]
Independent Claims	- 3** =	X [ ] =	[ ]
Multiple Dependent			[ ] =

Large Entity Fee	Small Entity Fee	Fee Description
Code (\$)	Code (\$)	
1202 50	2202 25	Claims in excess of 20
1201 200	2201 100	Independent claims in excess of 3
1203 360	2203 180	Multiple dependent claim, if not paid
1204 200	2204 100	**Reissue independent claims over original patent
1205 50	2205 25	**Reissue claims in excess of 20 and over original patent
<b>SUBTOTAL (2)</b>		<b>(\\$) 00.00</b>

\*\*or number previously paid, if greater. For Reissues, see above

## 3. ADDITIONAL FEES

Large Entity   Small Entity

Fee Code (\$)	Fee Code (\$)	Fee Description	Fee Paid
1051 130	2051 65	Surcharge - late filing fee or oath	
1052 50	2052 25	Surcharge - late provisional filing fee or cover sheet	
1053 130	1053 130	Non-English specification	
1812 2,520	1812 2,520	For filing a request for ex parte reexamination	
1804 920*	1804 920*	Requesting publication of SIR prior to Examiner action	
1805 1,840*	1805 1,840*	Requesting publication of SIR after Examiner action	
1251 120	2251 60	Extension for reply within first month	
1252 450	2252 225	Extension for reply within second month	
1253 1,020	2253 510	Extension for reply within third month	
1254 1,590	2254 795	Extension for reply within fourth month	
1255 2,160	2255 1,080	Extension for reply within fifth month	
1401 500	2401 250	Notice of Appeal	
1402 500	2402 250	Filing a brief in support of an appeal	
1403 1,000	2403 500	Request for oral hearing	
1451 1,510	1451 1,510	Petition to institute a public use proceeding	
1452 500	2452 250	Petition to revive - unavoidable	
1453 1,500	2453 750	Petition to revive - unintentional	
1501 1,400	2501 700	Utility issue fee (or reissue)	
1502 800	2502 400	Design issue fee	
1503 1,100	2503 550	Plant issue fee	
Petitions to the Commissioner – check fee sheet			
1807 50	1807 50	Processing fee under 37 CFR 1.17(c)	
1806 180	1806 180	Submission of Information Disclosure Stmt	
8021 40	8021 40	Recording each patent assignment per property (times number of properties)	\$180.00
1809 790	2809 395	Filing a submission after final rejection (37 CFR 1.129(a))	
1810 790	2810 395	For each additional invention to be examined (37 CFR 1.129(b))	
1801 790	2801 395	Request for Continued Examination (RCE)	
1802 900	1802 900	Request for expedited examination of a design application	

Other fee (specify)

\* Reduced by Basic Filing Fee Paid

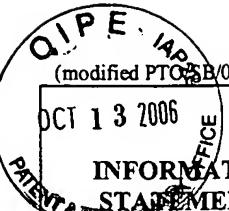
**SUBTOTAL (3)** **(\\$) 180.00**

(Complete if applicable)

Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone	(732) 542-9070
Signature	<i>John C. Pokotylo</i>			Date	October 10, 2006

**WARNING:** Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.



(modified PTO-92B/08A)

U.S. Department of Commerce Patent and Trademark Office		<i>Complete if Known</i>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(use as many sheets as necessary)</i>		Application Number: 10/713,964 Filing Date: November 14, 2003 First Named Inventor: Jeremy BEM Group Art Unit: 2168 Examiner Name: Dangelino N. Gortayo	
Sheet	1	of	1
		Attorney Docket No.: Google-61APP (GP-151-01-US)	

OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T <sup>2</sup>
	AL	U.S. Patent Application Serial No. 10/674,888 titled "INCREASING A NUMBER OF RELEVANT ADVERTISEMENTS USING A RELAXED MATCH", filed on September 30, 2003, and listing Jeremy Bem as the inventor	

Examiner Signature	Date Considered
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Unique citation designation number. <sup>2</sup> Applicant is to place a check mark here if English language translation is attached.

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